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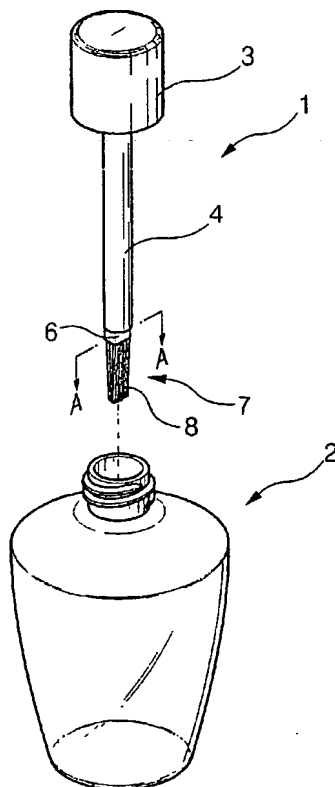
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(54) Title: COSMETIC APPLICATOR



**(57) Abstract:** The present invention relates to a cosmetic applicator. The cosmetic applicator comprises a rod and a brush. The applicator is formed with a fixing portion pressed to be flat at a lower end of the rod into which the brush is fixedly inserted. Since the brush has a flat face defined by the fixing portion, a region that requires delicate operation can be easily cosmeticized. Further, even when the brush is caused to enter and be withdrawn from a container with a small mouth, it is possible to prevent the brush from being curved outward or bristles of the brush from being entangled. Moreover, since the fixing portion is formed in the rod itself, there is no need for an additional means for making the brush in a flattened shape. Thus, the number of components for the cosmetic applicator can be reduced while an effect of application of cosmetics is further improved. Accordingly, production costs of the cosmetic applicator can be lowered and productivity thereof can also be enhanced.